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TO: Examiner Robert E. Rhode, Jr.
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DATE: October 27, 2004

PAGES: 12 (inclusive)

In re the Application of:

Carl Phillip Gusler)

Serial Number: 09/864,113)

Group: 3625

Docket Number: AUS920010251US1)

Examiner: Robert E. Rhode, Jr.

Filed on: 5/24/2001)

For: "Online Shopping Mall Virtual
Association")

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**RESPONSE TO OFFICE ACTION UNDER 37 CFR §1.111,
and AMENDMENT UNDER 37 CFR §1.121**

Assistant Commissioner for Patents

Washington, DC 20231

Sir:

Responsive to the Official Action dated July 27, 2004, please receive our reply and amendment. Reconsideration of the rejections of the Office Action is hereby requested.

Respectfully submitted,



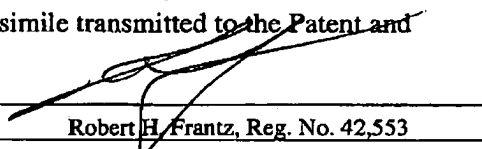
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